

# Customer Experience in the Hospital/Medical Clinic Industry by Country

## CX Metrics in the Hospital/Medical Clinic Industry

### KEY TAKEAWAYS

+ Indian consumers are the most satisfied with their health insurance experiences, at 86%, while Swedish consumers provided a satisfaction rating 18 points lower, at 64%. Italian consumers are the least likely to trust, and South Koreans are the least likely to recommend their health insurer.

+ Likelihood to purchase more after recent health insurer experiences increased by 4 points from 2022 to 2025. Likelihood to trust and recommend increased by 1 point over this time.

	Satisfaction	Trust	Recommend	Purchase More
Australia	80%	84%	77%	68%
Brazil	75%	71%	70%	66%
Canada	76%	77%	67%	53%
China	77%	85%	75%	75%
Denmark	78%	83%	68%	59%
France	74%	79%	70%	59%
Germany	73%	72%	60%	<b>27%</b>
Hong Kong (China)	N/A	N/A	N/A	N/A
India	76%	86%	<b>85%</b>	73%
Ireland	76%	77%	68%	63%
Italy	65%	<b>63%</b>	57%	42%
Japan	<b>58%</b>	76%	<b>43%</b>	34%
Mexico	67%	72%	65%	58%
Netherlands	<b>84%</b>	84%	70%	49%
New Zealand	72%	80%	74%	56%
Philippines	75%	<b>87%</b>	81%	66%
Singapore	80%	86%	71%	61%
South Korea	76%	79%	66%	<b>84%</b>
Spain	75%	74%	66%	54%
Sweden	72%	74%	68%	64%
United Arab Emirates	79%	81%	78%	70%
United Kingdom	70%	77%	70%	57%
United States	78%	80%	72%	63%

### ABOUT

Base: 23,730 consumers across 23 countries  
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

# Customer Experience in the Hospital/Medical Clinic Industry, 2022-2025

## Customer Experience in the Hospital/Medical Clinic Industry

■ Satisfaction      ■ Trust      ■ Recommend      ■ Purchase More

Global: 2025

**74%**

Satisfaction

**78%**

Trust

**69%**

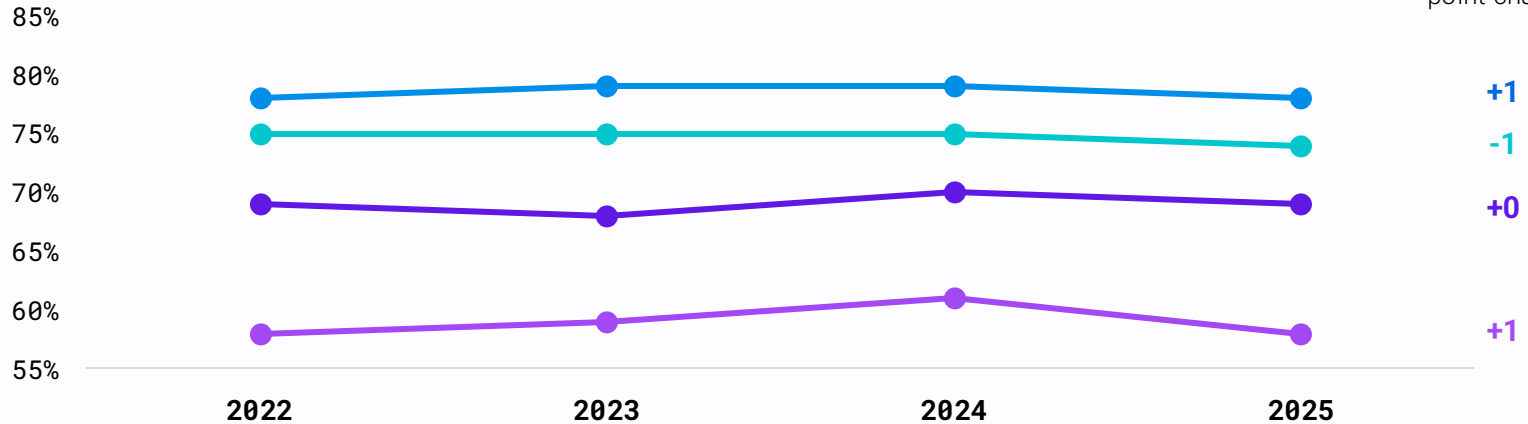
Recommend

**59%**

Purchase More

### CX Metrics over time 2022-2025

3 year %-  
point change



#### ABOUT

Base: 23,730 consumers across 23 countries

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## DATA CALCULATION

Data was only reported on and analyzed from industries with a sample size of 100+ in each country – otherwise reported as N/A. Consumers responded only about experiences with industries they had an interaction with in the previous 90 days.

Year-over-year calculations were performed using data only from the 20 countries from which we collected data in both 2023 and 2024. Calculations of CX metric changes from 2022-2025 were conducted only using data from the 19 countries from which we collected data in 2022, 2023, 2024, and 2025. Year-over-year calculations were not conducted including Hong Kong (China) due to small sample sizes. Data was not collected on auto dealer, electronics, and hotel industries in 2022.

CX metrics for all years are reported as the percentage selecting the top 2 boxes on a 5-point Likert scale out of the total number of responses for each country/industry.

All Global numbers are an average across all countries.

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